SELLING THE MODEL 6200

Electro-Voice®

ELECTRONIC *ORGAN*

ORGAN DIVISION
ELECTRO-VOICE, INC.
BUCHANAN, MICHIGAN

Electro-Voice®
INCORPORATED
BUCHANAN, MICHIGAN

NOVEMBER 2, 1960

TO ALL ELECTRO-VOICE ORGAN DEALERS

GENTLEMEN:

ENCLOSED IS YOUR FIRST COPY OF

"SELLING THE MODEL 6200 ELECTRO-VOICE ORGAN".

THE INFORMATION, IDEAS AND SUGGESTIONS CONTAINED IN THIS BOOK WILL HELP YOU AND YOUR SALESMEN SELL ELECTRO-VOICE ORGANS. THE IDEAS AND THE INFORMATION ARE ALL TIED IN CLOSELY AND ARE INTENDED TO BE USED WITH THE NEW SALES LITERATURE, THE SALES PROMOTIONAL-ADVERTISING MATERIALS ANNOUNCED IN OUR DEALER LETTER OF OCTOBER 28.

WE THINK YOU'LL FIND THESE IDEAS HIGHLY EFFECTIVE, BUT TO MAKE THEM WORK, THEY MUST BE STUDIED, PRACTICED, AND USED BY YOU AND YOUR SALESMEN.

SO, ORDER THE EXTRA COPIES YOU NEED SO EACH SALESMAN MAY HAVE ONE NOW!

YOUR "BIG KIT" OF ADVERTISING-SALES MATERIALS IS ON ITS WAY, EXCEPT FOR ONE "PLAYING FEATURE" DISPLAY WHICH WILL FOLLOW SEPARATELY WITHIN ABOUT TEN DAYS. THE NEW FOUR-COLOR AND TWO-COLOR LITERATURE SHOULD BE IN YOUR HANDS NOW. EXTRA QUANTITIES ARE AVAILABLE.

ORDER PLENTY OF THESE SALES PRODUCERS. DON'T FORGET. NOW IS THE TIME. CHRISTMAS IS "TOMORROW".

THE ELECTRO-VOICE COMPACT ORGAN IS PROVING IT CAN PRODUCE NEW SALES, NEW BUSINESS, WHERE SALES OF "TWICE-AS-MUCH" ORGANS HAVE BEEN COMPARATIVELY SLOW.

BY THIS TIME YOU'VE READ THE ELECTRO-VOICE ADVERTISEMENT WHICH IS TO APPEAR IN DECEMBER HOUSE BEAUTIFUL AND HOUSE AND GARDEN. THE COMBINED CIRCULATION IS 1,626,300. THE COMBINED READERSHIP IS OVER THREE MILLION.

THE IMPACT OF THESE ADS FEATURING THE COMPACT ELECTRO-VOICE WILL PRODUCE SALES FOR YOU TO THE DEGREE THAT YOU ADVERTISE LOCALLY; USE YOUR WINDOW DISPLAY MATERIALS; MAKE YOUR MAILINGS; EMPLOY THE RIGHT DEMONSTRATION AND SALES TECHNIQUES.

IF YOU THINK WE'RE "FLOODING" YOU WITH LETTERS, IDEAS, SALES MATERIALS AND ADVERTISING, YOU'RE RIGHT!

TO ALL ELECTRO-VOICE ORGAN DEALERS

NOVEMBER 2, 1960

WE WANT YOU TO BE EXCITED---ENTHUSIASTIC---ABOUT THIS PROGRAM, ABOUT THE ELECTRO-VOICE MODEL 6200---THE ONLY ORGAN WHICH WILL REACH THE WAITING MARKET IN YOUR TERRITORY.

WE KNOW THAT ONCE YOU START GETTING THE RESULTS SO MANY OF OUR DEALERS ALREADY ARE GETTING, YOUR EXCITEMENT, YOUR ENTHUSIASM WILL MATCH THEIRS AND OURS.

YOU'LL KNOW FOR SURE YOU MADE THE RIGHT CHOICE WHEN YOU CHOSE ELECTRO-VOICE!

SINCERELY YOURS,

ELECTRO-VOICE, INC.
Earl Billings
EARL BILLINGS
GENERAL SALES MANAGER
ORGAN DIVISION

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ELECTRO-VOICE ORGAN SALES MANUAL

Selling the Model 6200

I. WHY DO PEOPLE WANT ELECTRONIC ORGANS?

Why are they buying them? Why is the organ fast becoming the no. 1 home musical instrument? Unless we know the answers to these questions and others like them we cannot even begin to think about selling organs of any make.

The popularity of the organ basically can be traced to one fact: Nearly everyone would LIKE to be able to play a musical instrument at least reasonably well, to be able to create music, to participate, as well as to listen. Probably the piano as the best known keyboard instrument has been the one most people wanted to play. But learning to play the piano even reasonably well is or appears to be, at least, more difficult for most people and too often associated with dreary practice, hard effort, exercises, etc.

The ORGAN, any organ, on the other hand, is easier to learn to play, more immediately rewarding in the results achieved with minimum effort and hence appeals to people of all ages, adults and children. The PIANO has been primarily purchased as an instrument of musical education for the child or for the children. The organ is purchased for use and enjoyment of every member and of all members of the family whether they are playing or listening as this instrument sounds better to player AND listener even when played simply and haltingly by the beginner.

And truly remarkable (at least to the player AND his family and friends) progress is made by the beginner who applies himself even reasonably and it is not hard for him to do so as he has so much fun PLAYING the organ right from the beginning that he finds that "practicing" is no chore.

Note emphasis on the word "PLAYING" as this is the key to the successful selling of any organ and even more so of the new Electro-Voice organ. For actually the beginner does PLAY the Electro-Voice organ right away---he gets pleasant music and feels that he is not WORKING at it but rather is playing at it. And this result is such that he rarely feels he's "getting nowhere". The actual feeling is more like "Gosh, I didn't know I had so much talent" or "I had no idea learning to play was so simple".

So organs are bought primarily because they're easy to learn to play and because people have fun playing them. And ease of playing is judged not just by the mechanics required---the physical effort---but also, and perhaps more importantly, by the results achieved. For example, "Long, Long Ago" may be played in many different ways on an organ (any organ beyond a "toy") using the same notes each time just because there are varieties of tone colors or voices.

THE "BENEFITS" OF PLAYING THE ORGAN ARE ADDITIONAL REASONS ORGANS ARE POPULAR.

The "benefits" come only because of ease of learning to play but these benefits are MOST important saleswise as they provide further justification for the customer to buy the organ. Ease of learning, his own personal enjoyment and fun, are vitally important but in many instances not enough reason in themselves for him to rationalize himself into making what in the beginning, at least, appears to be an unnecessary purchase. So we help him or her make the purchase necessary and justified by pointing out the benefits and fortunately those benefits are very real.

First, the very real benefit of personal enjoyment. Everyone is entitled to it and actually needs it from the standpoint of relaxation, relief from the "pressures and cares" of life, etc. The familiar picture here is the busy, successful executive or professional man playing his "ulcers" away at the end of the day at the console of his organ. And we are very serious about those ulcers as any doctor will say that any activity which relaxes, which gets one's mind off of work-a-day problems helps to prevent ulcers and many of the other bad effects of too much pressure, etc.

And let's not forget the lady of the house, the busy, busy, mother and housewife who certainly is entitled to the benefits of relaxing at the organ at least during that period just prior to the return of the children from school and the husband from the office. For again we must remember that the organ has benefits to offer every single member of the family.

And that includes the children. Here the benefits begin to increase and to include such things as personality development, increase in self-confidence (every child needs to have an opportunity to "shine") increase in manual dexterity---there's a definite correlation between playing a keyboard instrument and learning to type, to handle tools, to develop manual skills needed, for example, in becoming a dentist or a surgeon, and let's not forget the old one---"be a social success, make friends, be the hit of the party, by learning to play the organ". The old joke about "they laughed when I sat down to play" is no joke, and everyone who laughs at it envies the one who can sit down and play. The satisfaction, the pride, experienced by the one who plays cannot be measured.

A benefit which is important to everyone has to do with family "togetherness" the much used and sometimes abused word one sees and hears about these days. Yet, there is a great importance attached to the family's participating in activities together and certainly playing the organ and making of that instrument a center of family singing and family interest are definite benefits which add to the attractiveness of an organ as a family purchase or gift.

So, when you are quite properly emphasizing ease of playing, beautiful tone, varieties of voices, etc., don't fail to mention the "benefits" as these will strengthen your presentation a great deal and indeed, in MOST cases, you will NOT make sales unless these benefits are realized by your prospects.

Summarizing the Basic Reasons Why People Want Electronic Organs

A. Nearly everyone would like to play a musical instrument andthe organ is easy to learn.

B. The organ sounds good--even when played by a beginner.

C. Organ versatility extends playing possibilities without requiring extensive time in learning new techniques.

D. Everyone recognizes the possibilities for personal enjoyment and relaxation through musical self-expression.

E. Social benefits: personality development through increased personal popularity, family "togetherness", and similar benefits.

II. "BIG" SPINET ORGAN FEATURES AND QUALITIES

A. General Information

1. Fully Electronic - produces its tones in accordance with the same electronic principles employed in other fine electronic organs.

2. Manufactured by Electro-Voice--world leader in electro-acoustics and electronics for 33 years.

3. Incorporates the finest components, materials, engineering design. Examples:

   (a) An Electro-Voice speaker of better quality than those found in some more expensive organs.

   (b) All keys are made to AGO specifications as to size, pressure, and movement at key edge. Finest key obtainable.

   (c) Key contacts are gold-clad busses with silver wire switch contacts. All pedal switch contacts are paladium.

   (d) All voice switch contacts are silver.

   (e) Modular components offer ease of servicing.

   (f) Adjustable frequency divider circuits eliminate changing tone generators.

   (g) Completely polyphonic keyboards. Each note has its own tone generator, unlike some others.

   (h) The only electronic self-contained organ with specially designed enclosed acoustic tone chamber.

   (i) Compact size - 37-3/8" high x 18-1/4" deep x 37-1/2" wide. Weighs only 98 lbs.

   (j) Outputs for headphones or additional speakers.

   (k) Draws 65 watts of power, providing low-cost operation.

   (l) Shelf construction: electronics, keyboards, and control panels are one complete unit, allowing easy servicing.

   (m) Service kit with complete replacement parts.

   (n) Service can be performed by salesman if necessary.

   (o) Underwriters Laboratories approved.

   (p) Excellent filtering circuits for distinctive voices; compares with all electronic organs up to $1,000.

(q) Fully guaranteed for one year--one of the most generous, all-inclusive guarantees in the industry.

(r) Cabinetry styled by Paul McCobb, A. I. D., one of America's foremost furniture designers. Cabinets crafted and finished by Electro-Voice in its own furniture factory where high fidelity cabinets of the first quality have been made for discriminating buyers for many years.

B. Electro-Voice Model 6200 Playing Features Mean Sales Features "Big Spinet Organ" Playing Features

1. Two separate manuals or keyboards. They are adjacent instead of one above the other but still separate.

   One is the 17-note accompaniment manual at the left, easily identified by the fact that the keys are slightly longer than those of the solo manual.

   The accompaniment manual has pre-set stop registration--or voices, primarily flute in character.

   The easily worked balance control enables the player to set the relative volume of the accompaniment manual (and the pedal) as desired.

   Second is the 32-note solo manual, providing ample range for solo and two-hands playing.

2. All keys are full-size with standard three-ounce touch and of a design approved by the American Guild of Organists.

3. Six individual voices--diapason, flute, cello, violin, trumpet and oboe representing ALL FOUR FAMILIES of traditional organ tone.

4. Regular organ "rocker" stop tablets for easy control of the voices.

5. Big organ TONE QUALITY. Compares most favorably with tone of far more costly instruments. (See your sales brochure for description of each voice).

6. Voices may be combined to create many additional lovely voices.

7. Full-size, standard 13-note spinet organ pedal clavier including the highly important upper "C". Pedal tones are rich and vibrant in quality, providing excellent bass accompaniment.

8. Standard wide-range foot expression pedal.

9. Variable Vibrato for added tone color.

10. Although the Electro-Voice is compact, it is not a "toy". Its size enables even the tallest individual to feel "comfortable" when playing it.

SPINET ORGAN? CHORD ORGAN? IT'S BOTH!

Only Electro-Voice has the exclusive "Press-a-Key - Play-A-Chord Magic Keyboard".

Each KEY of the accompaniment manual plays a FULL three-note chord plus the proper BASS note--automatically--at the flick of a switch!

C. What Are The PLAYING and SALES Advantages of This Exclusive Electro-Voice feature?

1. Provides the advantages of BOTH the spinet organ and the chord organ, at approximately one-half the expected cost.
2. Every member of the family can "Play the Electro-Voice TODAY". Those with playing experience play it in the regular way. "First timers" can play within minutes using one finger of each hand.
3. NO BUTTONS --just keys. A regular chord organ whether it be priced at less than $100 or as much as $1000, can be played only as a chord organ and BUTTONS don't teach chord KEY position.
4. The first eight white keys--C, D, E, F, G, A and B plus one black key, B flat, play the chords of the same names. Thus, the beginner immediately starts to learn the chords in the regular way. And this many chords are all that are needed, generally, before the beginner starts playing in the regular way.
5. Yet, the special Electro-Voice music makes it possible to play and enjoy hundreds of different melodies using the CHORD SYSTEM only.
6. The same music is arranged so it may also be played in the regular way as a spinet organ.
7. Remember, Electro-Voice is the ONLY organ on which you can press a KEY and PLAY A CHORD!

Let's talk about how to sell the new Model 6200 Electro-Voice electronic organ--the model designed and engineered for the "waiting market"--the largest organ market of all!

III. THE "WAITING MARKET" AND HOW TO USE ELECTRO-VOICE "BIG SPINET ORGAN" FEATURES TO REACH IT.

Just what is the "waiting market" and how do we reach it? What is it about the Electro-Voice organ that appeals to that market? How do we present this organ to gain our full share of the potential? Right now, only the Electro-Voice Model 6200 electronic organ reaches this select group of buyer prospects --but how do we take proper advantage of this fact? These questions--and others besides--will be answered as we proceed.

But first, what is the "waiting market"? It is a market which has been created for us by Hammond, Baldwin, Lowry, Conn, and the other organ manufacturers.

A. The "Dreamers" - Those Who Have Wanted A "Big" Electronic Spinet Organ.

Its first and probably largest segment is made up of literally tens of thousands of people who have been dreaming of owning an electronic organ, who plan definitely to own one some day, or who have been merely dreaming without planning actual ownership because they felt that it would be beyond their fondest dreams.

A great many of these people have actually shopped for organs. They have looked, listened to, and endeavored to learn to play, in many instances, the Hammonds, the Lowreys, the Baldwins, the Conns, and the others, but--for one reason or another, mostly economic--they just weren't ready to move. These people have friends who own organs; they see and hear them on TV, listen to them in their favorite entertainment spots. They see the fun their friends are having and envy these friends. And, for each person who has actually shopped for an electronic organ, but who has not bought because he was not able or willing to invest this much money, there are tens of thousands of others who have these same longings and dreams about owning a fine electric organ, but who have not even shopped because they felt they could not afford to buy one.

So we have in the Electro-Voice Model 6200 an instrument with "big spinet organ" playing features, quality of tone, and beauty of encasement which will satisfy most of the desires and requirements of these people who comprise the "waiting market". The real point is that these spinet organs are now available at a price which most prospects are able and willing to pay.

And let us be thoroughly clear about the fact that these people who have not bought regular $1,000 (more or less) electronic organs previously are not always people who cannot afford them. Many of our customers for the Electro-Voice 6200 are people who can easily afford any organ they may wish to buy, but they just have not wished to invest as much as $1,000 in an organ for their home...perhaps because they don't really want one that badly or perhaps, even more importantly, they were not sure enough that they could learn to play it well and thus derive maximum benefit from the money invested. In the case of our instrument, if they don't become top amateur players, it doesn't concern them so much because they have invested a more reasonable amount, and the return on that investment is proportionately greater.

Before we proceed with the other two segments of the "waiting market", let us discuss those features and facts pertaining to the Model 6200

Electro-Voice which will appeal to those individuals we have mentioned, namely, the ones who have been dreaming of owning a regular two-manual spinet organ in the $1000 to $1500 price bracket.

In all of our advertising literature, sales brochures, window display materials, retail ads, national advertising, these basic facts and sales points are repeated over and over, and, therefore, our sales presentation should also feature them. These are the good, sound reasons why people are going to buy - and are buying - our Electro-Voice Model 6200 electronic organ.

> Remember! -- The Electro-Voice is the compact electronic organ with big spinet organ playing features and tonal quality.

The word "compact" denotes not being toy like in size but literally compact in size, providing most of the benefits of a larger instrument plus some which the larger one cannot offer, and at less money. What are the "big spinet organ" features of the Electro-Voice? What features should a spinet organ have to be considered a true spinet organ? These are one and the same.

First, the Electro-Voice is a two-manual spinet organ. True, the manuals are adjacent one to the other rather than in the conventional position, but they are separate and distinct. The 17-note accompaniment manual functions as an accompaniment manual should. It provides a soft, basically flute, accompaniment for the solo tones played on the solo manual. The solo manual at the right consists of 32 notes, and here again we can mention a big spinet organ feature by calling attention to the fact that the keys are standard in size, not miniature or cramped, but exactly the same in size and in quality as those of the most expensive electronic organ or even of the most expensive pipe organ. Even the touch is standard, its a three-ounce touch which provides evenness of playing and proper control.

Located just above the solo manual and to the right in a convenient position are six voice controls or stop tablets. Here again, we have more big spinet organ features, and, in fact, these are features to be associated with the largest of organs, for in this particular case, we find that all four families of tone of the traditional organ are represented.

Here again, we then have big spinet organ features or big organ features on a compact instrument at low price. We have the diapason, the rich sound of the church organ, full and traditional in its feeling. We have the sound of the mellow flute, clear, limpid, "moonlight" in its quality. This again is an essential tone for any organ because all organs must have the flute. The flute may be played without vibrato or more usually with full vibrato, and, of course, the variable vibrato itself is a large organ feature about which we can boast in connection with the Electro-Voice.

And the flute may be played in such a manner as to produce percussive effects; first, by playing in a staccato fashion without the vibrato, a bell-like effect is created; and secondly, by playing exactly the same way with vibrato, a vibra harp effect is produced.

The third family is the string family and here there are two representatives; first, the beautiful deep-throated quality of the cello, rich and entrancing in its beauty; second, the violin with its singing voice, a sound loved by all and one immediately recognized by all. And the strings of this compact Electro-Voice electronic organ are as fine as those of much more expensive instruments. This in itself is a big spinet organ or big organ feature because it takes an exceptionally fine tone generation system to create strings of such beauty and quality.

Finally, the fourth family of tone of the organ is the reed family. This family of tone is represented by the trumpet and by the oboe, each distinct and easily recognized as being exactly what it is...a bright, highly necessary quality of tone if one is to play organ music in a truly satisfying way.

As we proceed with the big spinet organ features, we find a full sized, standard, 13-note spinet organ pedal clavier. This pedal clavier produces excellent quality of tone, rich and full, and provides that all-important foundation tone so necessary for the playing of organ music, whether it is classical, church or popular.

To the right we have a standard foot expression pedal which enables the player to add warmth and expression to the music he or she plays. These are all important playing features of the Model 6200 Electro-Voice electronic organ, Do not overlook the fact that the very nature of the tone-producing system is a big organ feature. The tone of the Electro-Voice is produced in exactly the same way as the tone produced in electronic organs selling for many thousands of dollars.

Also, let us not overlook the fact that we have in the Electro-Voice a beautiful looking instrument, one which the customer is proud to place in his or her living room -- an organ styled by Paul McCobb in a wide variety of exquisitely beautiful woods.

B. The "Electric Chord Organ" Owners and Prospective Buyers.

The second Major division of what we call our "waiting market" is made up of the many hundreds of thousands of people who have actually bought or are considering buying the so-called "electric chord organs". Here we refer, of course, to the reed instruments such as Magnus and the others, which have been promoted with considerable success but which, essentially, do not provide more than a fraction of the benefits which their purchasers were seeking. The very fact that so many hundreds of thousands of people have bought these small organs is very significant to us because it indicates a great interest in playing the organ -- a "reaching out" for an answer to an important question and to fill, in these people, an important need. The question is, "Can I really learn to play the organ?" And the need has to do, of course, with the longing which so many people have for a means of self-expression. For the desire to play music is universal and it is a rare individual, indeed, who will not admit that he would like to be able to play music reasonably well.

And so, we have hundreds of thousands of individuals presently owning the small reed-type chord organs, and a great many of these individuals are ready for something better or something that more nearly represents the ideal instrument toward which they were reaching in the beginning, namely, a true electronic spinet organ with beautiful varieties of tone, full size keys, pedals, foot expression pedal and all of the other features. Many of these people also have been longing to own a full-sized, expensive chord organ such as the Hammond chord organ selling at $990.00. But here again the economics of the situation, regardless of its exact nature, has caused them to hesitate, and, in most instances, to be unable to go the whole way and spend $1000 more or less.

The Electro-Voice Model 6200 is an ideal answer because again it does give most of the features which they seek; at the same time it gives one feature without which these particular customers might not buy any organ: the ability to play a chord automatically. In this case, of course, instead of a button, a key is used. This, needless to say, is the exclusive feature of the Model 6200 which makes it stand apart from all other instruments. It is around this particular feature that we are building our claim for being unique in the true sense of the word. For only with the Electro-Voice, as our copy points out over and over, can you "press a key and play a chord". No buttons, just keys, we say and you say in our presentation of this unusual, unique instrument. What is more logical, more natural than to press the note C to get a C chord instead of pressing a button?

Since there is a tremendous "waiting market", why is all of this important? ....because the basic reason for buying an electronic organ, the very thing which created this tremendous "waiting market", is the fact that an organ is easy to play. Here is an instrument which anyone can play. However, all organs are easy to play to a greater or lesser degree. This is why so many people want them. But only the Electro-Voice with its "press-a-key, play-a-chord" feature can make the claim that here is an instrument which you can play today in the natural way. This is the only instrument of its kind in this price class with which you can "grow". Because it is not simply a chord organ but rather a true spinet organ with a chord-playing feature which enables the beginner to enjoy pleasant sounding organ music the very first time he tries!

And so we are talking about the second phase of our "waiting market"---those individuals who have bought or have thought of buying small and so-called electric chord organs. And for every person who has already bought one of these frustrating, limiting (but yet in many ways intriguing instruments) there are doubtless many thousands who have thought of buying them not merely for their own sake but again as a means of determining if they really want to go into organ playing as a hobby. They simply do not want to make a major investment until they are sure they can learn to play. Many of these organs have been bought with full knowledge that they are not truly electronic. But many more people have not bought them because they realized that they were actually toys and not electric organs. Although some of the advertising of these instruments mentions "electronic consoles", these organs, of course, are nothing but reed organs with electronic amplifiers amplifying the tone through a speaker.

So these people have considered the reed electric chord organ and have not found the answer they are seeking, but, on the other hand, they are not ready to go into either the large spinet organ or the large chord organ, such as the Hammond which we have mentioned.

Again we find that the Electro-Voice 6200 is the logical instrument for this segment of our "waiting market"---for here is an electronic organ with the big organ features we have mentioned, plus the chord-playing feature which so many feel is necessary for them if they are to learn to play without too much effort. And this instrument is offered at a price which is actually very little more than the price of the more elaborate reed-type, chord organs. Some of these instruments which are nothing more than reed organs with monotonous tones and little or no variety of tone sell in the $300 to $400 bracket; in fact, one of the major companies reports that three to one of its sales are in the most expensive models in the line---an indication of a "reaching out" for something better, something in which the owner can find enjoyment and variety of tone; but almost of equal importance, an indication of pride of ownership.

This last factor (pride of ownership) is a very important one in presenting our instrument because here is a small, compact electronic organ, yes, but one which is large enough, beautiful enough in styling, rich enough in its exquisite cabinetry to find itself welcome in the living room of the home, not just in the rumpus or the child's room. Yet it is styled in a practical way, too, and finds itself equally at home in the more casual rooms of the house, such as the family room.

C. The Prospective Buyers of Electronic Chord Organs In The $1000 Price Class.

The third segment of our "waiting market", one which is inter-related with the other two, as in fact is each one to the other, consists of those who have considered buying the very successful Hammond Chord Organ, for example, or other organs on the market now in the $1000 or better price bracket which feature both conventional means of playing and the chord method as well.

We are mostly concerned at this point, however, with the Hammond chord organ which was the originator of the idea of playing organ by means of chord buttons and a solo keyboard. Here is an instrument selling for $990 and better which has been highly successful and has sold in the thousands and for exactly the same reason that people have bought the cheaper chord organs (and are interested in buying our organ); namely, because it was an instrument which was easy to learn to play.

And yet if we compare feature for feature without reference to the difference in price, we will find, amazingly enough, that our compact Model 6200 Electro-Voice organ is in most ways the more desirable instrument of the two. This is in no way depreciating the excellent quality of the Hammond. It is when we add in the word "value" that we find the strongest appeal of our 6200.

Next, let us compare the playability of the Electro-Voice as compared with that of the popular Hammond chord organ. Remember that in making this comparison, the important factor in each instrument is the ease of playing it. Tens of thousands of Hammond chord organs have been sold because of the undeniable fact that this is an easy organ for the beginner to learn to play.

Let's talk about the solo keyboard. Hammond 37 notes or keys; the Electro-Voice has only 32, insofar as the solo manual is concerned. But we do have 17 additional keys on the accompaniment manual, and, therefore, when the organ is being played as a conventional spinet organ, we actually have 7 more keys. The Electro-Voice has 6 distinctly-marked, individual tone colors or voices easily controlled by the standard organ stop tablets. Any comparison quickly establishes the fact that at the very least our varieties of tones are equal to those of the Hammond, and, in the opinions of many, we have greater variety of tones.

The Hammond chord organ does offer a large number of different chords--very useful if one wishes to play only chord-type music, the special music created for the Hammond chord. Yet these chords may be played only by means of buttons, and the organ itself may be played only as a chord organ. If someone in the family would like to play the conventional way, it is not possible. The only way in which he can truly improve his performance and capability is to trade the Hammond chord organ in on a larger, regular two-manual organ.

The Electro-Voice, of course, may be played by everyone in the family either as a chord organ or a spinet organ. While it is true we only have 17 chords, this fact is no liability because again it must be remembered that we are not selling the Electro-Voice 6200 as a chord organ but rather as a true spinet organ with the automatic chord-playing feature. The chords offered are more than sufficient for the beginner and are entirely adequate for use until such time certainly as the player has begun to play the chords on the keys in the regular manner and to use the pedal clavier properly instead of having the pedal notes played automatically as in the case with the Electro-Voice when the chord control is in the on position.

And so, with this particular thought in mind it should be re-emphasized that we are not selling the Electro-Voice Model 6200 as a chord organ, but that we are selling it as a true two-manual spinet organ with the automatic chord-playing feature and again that this feature involves keys and not buttons. Our chord-playing feature is an educational device as much as anything. True, it does enable anyone to sit down and play today or to play within minutes but the important thing is that it also teaches the player to start using the conventional method of playing within

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the least possible time. We must emphasize again that the organ is not limited to use as a chord organ. This point cannot be emphasized too strongly.

And, now, inasmuch as the reason for a chord organ in the first place is to enable the individual to play with the least possible effort and the least number of necessary motions, let us make a comparison between effort required to play the Hammond chord organ, for example, and the Electro-Voice Model 6200. We are now playing the Electro-Voice 6200 as a chord organ in making this comparison.

First, let us describe the actual motions or movements necessary to play the Hammond chord organ. The left hand is in position, one finger on a button. The "heel" of the left hand is used to press the rhythm bar, a very fine feature but still one which complicates learning to play in the beginning. The right hand, of course, is used to play the melody notes just as is the case with the Electro-Voice. So far, we have three movements in effect: pushing the button, pressing the rhythm bar and playing the melody note with the right hand. The left foot is pressing one of the two left pedals of the Hammond chord organ and the right knee is controlling the expression bar or knee control. This all adds up to five separate movements for the individual to carry out simultaneously when learning to play the very first time with the conventional Hammond chord organ. Now, let's look at the Electro-Voice organ. First, a single finger of the left hand plays the full rich chord consisting of three notes, C, E and G (for the C chord) and the accompanying lower octave C note of the pedal bass automatically. One single note, one single finger, one single movement plays this entire chord with the proper bass automatically. The right hand is playing the melody note just exactly the same as with the Hammond chord organ.

The right foot is on the expression pedal, a natural position because the similarity to the accelerator pedal of the automobile is obvious and immediately puts the beginner at ease. Thus, with a maximum of three movements, the player is playing a song in a manner which to him certainly sounds good. Actually only two of these movements -- the use of the one finger on the left hand and one finger on the right -- require any particular mental or physical dexterity.

And while we are at it, let's make some more comparisons of playing features between these two instruments. The Hammond has two foot pedals; the left one playing the tonic note; the right one playing the fifth. The Electro-Voice has a full sized, 13-note spinet organ pedal clavier, just the same as on the most expensive spinet organs. The knee expression bar or control on the Hammond is, to say the least, awkward and certainly it is no different from that used on Grandma's old cottage organ. On the Electro-Voice, as we have mentioned, we have a standard foot expression pedal.

Our Electro-Voice has a variable vibrato, just as on the larger spinet organs. The Hammond chord organ has a two-stage vibrato.

Up to now we have not specifically mentioned the difference in price, nor should we in presenting the organ to the customer make a big issue out of that difference until the comparison, such as the one we have outlined, has been made at which time the outstanding value of the Electro-Voice in comparison certainly will be obvious to our prospects.

Summing up the three segments of the "waiting market", we say that in a way all three certainly are inter-related. People thinking about owning an organ often will consider all three of these groups of instruments and in many instances will actually shop just to "be sure". But again we should re-emphasize the fact that for every individual who actually has shopped for one of these three particular types of instruments, there are many hundreds more who have not gone beyond the "thinking" or "dreaming" stage, but who most certainly are going to respond and are responding to the advertising featuring the Electro-Voice Model 6200. For here is an instrument which provides the practical answer for fulfilling the musical hopes and aspirations of one or more members of many thousands of families. So, in addition to all of the other fine things which we have said and can say about the Electro-Voice organ, we also can say with conviction and with plenty of proof that "it makes sense to buy an Electro-Voice organ from every standpoint!"

IV. USING THE SIX PAGE FOUR COLOR ELECTRO-VOICE ORGAN BROCHURE AS A RETAIL SELLING TOOL.

The colorful, detailed large brochure featuring the Model 6200 Electro-Voice electronic organ is not merely a piece of sales literature to be handed to customers as they leave your store after not buying. It is actually a highly effective sales tool, one which should be used and can be used effectively by the experienced organ salesman as well as by the comparatively inexperienced organ salesman.

For here is a way in which the salesman can impress upon the prospect's mind in a most effective manner each playing and, therefore, each sales feature of the Electro-Voice organ so that his demonstration and presentation of the instrument will be indelibly printed, so to speak, on the prospect's mind as he or she leaves the store.

We must remember that while the aim, of course, is to make the sale immediately or during the first presentation whenever it is possible, the organ business is a "shopping" business. In many instances, our prospects have shopped, are shopping and will shop different makes of organs, different types of organs before they buy. The buying of an organ is a family matter and rarely will one member of the family make the decision without consulting the other and giving him or her an opportunity to see, hear and try the instrument before the decision is made. Therefore, we must do the best possible job of "training" our first prospect to do a sales job on the organ when he or she reaches home.

At the same time, using this sales brochure in the manner we have suggested enables the beginner salesman, and the experienced one as well, to make a well-planned, uniform presentation each time... one which features the kind of selling which we and the successful dealers have found is effective with the Electro-Voice... one which is being emphasized over and over in our local and national retail ads, our point-of-sale materials and our other sales literature.

As you read this portion of the Sales Manual, we suggest that you have before you a copy of the large-sized, four-color brochure in question. Let us study it and then proceed with an actual suggested presentation and demonstration of the organ based on using the brochure as a guide.

You will note that the front cover of the brochure features a four-color illustration of the instrument. You will agree that this beautiful picture is attractive and that it tells a story of quality, styling and excellent cabinetry. So your first comment will be connected with the visual beauty of the organ. On the lower right-hand corner you see the line: Styled by furniture designer Paul McCobb, AID. This line lends prestige and authenticity to the styling of the console. On the front cover, also, is the statement: "Electro-Voice, the compact electronic organ everyone can play today" and this is the key to our entire sales presentation. Remember that term "compact" and remember that word "today". For these are the two words which actually make the Electro-Voice organ different from any other electronic organ on the market.

Notice also on the cover the sketch of the family gathered around the Electro-Voice organ, for here again is a beginning of a very important portion of our sales story.

As you open up the brochure, you will note that on the right appears the picture of the family group which appears on the front cover. This page is turned to the right whereupon we see three full pages of playing features illustrated in detail and in basic order of importance. Notice the story that is told at the top of the first two pages. We find that the pictures carry out this story in detail, emphasizing the fact that this is a true spinet organ, that it is a chord organ, that you can "press a key and play a chord", and that this wonderful compact Electro-Voice electronic organ truly has big spinet organ features at amazingly low cost. The copy in this brochure should be read, studied and absorbed. It is sales copy; it is made up of statements which are "verbal" in nature, and the same statements appear, as we have said before, in all of our local and national advertising and in every sales message which we speak or write concerning the Model 6200 Electro-Voice organ.

Now, let us begin the use of the brochure as a sales guide. First, place the brochure on the music desk of the organ. Also on this music desk there must be a copy of Book I, the first instruction manual which goes with every organ. The instruction book is closed and waiting there in "seeming innocence".

As we place this beautiful four-color brochure on the music desk of the organ, we tell our customer: "This is the beautiful four-color brochure which we are going to present to you so you can take it home to help you in your discussion of the idea of purchasing this wonderful instrument for your family."

This statement does two things. It immediately disarms the prospect and keeps him or her from thinking that a high-pressure effort is going to be made to sell the organ now. In addition, you have set up what appears to them to be a most desirable and beautiful piece of literature which they actually will enjoy having. You have established value and you will find that your customer actually will want to take this beautiful brochure home.

The first comment: "Don't you agree that the Electro-Voice organ is indeed a beautifully styled and finished instrument?"

The answer to this question obviously is going to be an agreement and this is the first step toward the ultimate closing of the sale. Then, before you read the copy on the front page, tell your prospect: "We want to call to your attention all of the outstanding features of this splendid new organ, and, so that you may be in a position to study them carefully, we are going to use this beautiful brochure as a guide. Notice that the front cover states clearly that the Electro-Voice is a compact electronic organ everyone can play today."

"As you can see, the first part of this statement is obvious, for this instrument, while by no means toylike in size, is compact and will fit easily into any living room or other room in which you may wish to place it.

"Now that part about everyone being able to play today will be proved as we proceed with our demonstration."

We now turn the page, being careful to turn over to the right, that page which features the large picture of the family group at the organ, thus displaying the three inside pages which, together, measure some 33-1/2 inches in length and 8-1/2 inches in height and which contain, as we know, detailed illustrations and descriptions of all of the "Big spinet organ features" as well as the playing features of the Electro-Voice.

At this point, let us remember one thing clearly, and that is this: The most important result, we are endeavoring to obtain, is to get the prospect to sit down at the instrument and start discovering how easy it is to learn to play. If your prospect asks the direct question: "Do you think I can learn to play this organ?" By all means, do not continue to go through the balance of the presentation at this time.

Simply answer: "Yes, you can and if you will sit down now, we can prove that this is true." Remember this always, and whenever your customer gives you a "cue" indicating that he or she is ready to try this very thing, make sure that the opportunity is provided!

Now, as you look at the left-hand page, you will notice that the unique feature of the Electro-Voice, the fact that it may be played as a chord organ merely by flicking a switch and pressing a key instead of a button is illustrated in a square illustration which shows the various controls of the instrument quite clearly. Refer to this feature only briefly at this time if you can. Merely state: "Of course, one of the most exciting and certainly the most unusual feature of the Electro-Voice is the fact that you can press a key and play a chord. We want to tell you all about this and more important show you how it works a bit later, but first let us consider all of the wonderful "big spinet organ features" which this remarkable instrument has before we come back to this particular feature."

"Let us read a statement at the top of these two pages: 'Magic keyboards, the exciting big difference that enables you to play the Electro-Voice today. Spinet organ? Chord organ? It's both!'"

"First, let's talk about the Electro-Voice as a true two-manual spinet organ. What are the big spinet organ features?"

"Please notice that the brochure states that only Electro-Voice offers two-manual versatility plus chord organ ease of playing and big organ performance for only $545."

"The first big spinet organ feature, of course, is that the Electro-Voice does have two distinctly separate, different manuals or key-boards. "True, the manuals are adjacent, one to the other, rather than in the conventional above and below position, but they are nonetheless separate and distinct. "Notice that the keys of the accompaniment manual at the left are approximately one-quarter of an inch longer than those of the solo manual at the right."

(At this point actually show the customer the difference by placing your hand at the juncture of the last key of the accompaniment manual and the first key of the solo manual.)

"This difference makes the accompaniment manual easily recognized, and actually acts as a guide when playing while reading music."

"Notice, too, that another big spinet organ feature is the fact that these are standard full sized organ keys, properly designed in accordance with the specifications of the American Guild of Organists, and you can't find a better quality key on any organ at any price."

"Now, what is the function of the accompaniment manual? Obviously, it is to provide a soft and yet plainly discernible accompaniment for the solo notes with the melody being played on the right keyboard."

(At this point, the salesman should play a soft accompaniment chord on the accompaniment manual).

Proceeding with the dialogue for the customer: "On the middle page is illustrated the solo manual. Again, 32 full notes with full-sized keys, of course, providing more than sufficient range for melody playing plus ample performance room to play with both hands for additional effects." (You can actually read the copy provided in the brochure at this or any point if you so desire).

At this point, too, an actual simple solo melody should be played by the demonstrator starting the demonstration of the next big spinet organ feature -- the availability of a wide variety of separate and individual voices or stops.

"Now we proceed to the third page of our beautiful brochure and we find the next big spinet organ feature, an illustration of the six lovely voices available to you on the Electro-Voice and these are, of course, the ones we see before us here." It is important to remember that even though this is a compact, comparatively small electronic organ, all four families of real organ tone are fully represented. "Those families are diapason, the rich, stately traditional and characteristic organ tone which originated with the organ itself (play two simple chords with both hands without vibrato on the solo manual).

"The next representative of the family is the flute and as the brochure states, this is the mellow, round moonlight quality so important to the playing of melodious ballads and popular melodies." (At this point the flute should be demonstrated first without vibrato and then with full vibrato).

"And as we play the organ using the flute voices, notice that we have a fully variable vibrato which adds warmth and expression to the sound of the instrument and this is another 'big spinet organ' feature."

"Next we come to the string family, perhaps the richest and most beautiful sounds of all and certainly the most surprising in an instrument so compact and so reasonably priced. The production of a good string quality, Mrs. Customer or Mr. Customer, requires a tone-producing system of unusual quality, range and versatility. These are the higher harmonic sounds, the rich bright sounds, and, along with the trumpet and the oboe which are representatives of the reed family, are the most difficult to produce by electronic means. And surprisingly enough, a number of the most expensive and best known organs on the market do not produce good strings or reed-family tones."

"First, let us listen to the sound of the violin. (Demonstrate first without vibrato illustrating the sound of a violin being tuned. The proper notes to play for this effect are as follows: Using no vibrato, play E and A of the second octave of the solo manual above the accompaniment manual. Shift to D and G, then back to E and A.)

Again speaking to the prospect: "Now let us turn on the vibrato to give the violin the singing intriguing voice which lends such an entrancing effect to the music that you will be playing on this wonderful organ. (A simple melodious melody played with one finger at a time and, if necessary, you have only to use the simple melodies in Book I to demonstrate the beauty of this sound.)

Continuing the dialogue to the customer: "Notice that as I play this simple beautiful melody with the singing violin, I am adding warmth and expression through the use of another 'big spinet organ' feature, the standard full-sized, easily-controlled foot expression pedal."

"Now let us hear the deep haunting melodic quality of the cello, another beloved string instrument without which no orchestra would be complete and without which no organ actually is complete and remember again a number of the most expensive electronic organs do not produce a good string sound." (Demonstrate the cello as it should be, namely, by playing the lowest notes of the solo manual immediately to the right of the accompaniment manual. A simple melody with a few notes will serve to illustrate the rich beauty of this sound).

Continuing the dialogue: "And now we come to the beautiful mysterious and exotic oriental beauty of the oboe, a member of the fourth traditional family of tone, the reed family. Let us make it clear that this is not a reed organ as are some of the so-called 'electric' chord organs. The reed family is designated in this manner simply because, in the actual pipe organ, the sounds of this group of pipes, the tones of this family, are created by means of actual organ reeds. However, in the pipe organ, the sound of the reed itself is amplified and voiced by the pipe and thus becomes a sound with infinitely greater variety and beauty than is possible in a straight reed organ."

(Here, again, the oboe should be demonstrated first without vibrato, to give it its true voice, and then, adding vibrato, we add even greater beauty and variety to this individual tone).

Finally, for demonstration of the second voice from the fourth of the four families, the reed family, we play the trumpet. "This is the stirring, inspiring call so necessary in the playing of certain types of classical and church music. When played with vibrato, it lends a bright richness to the playing of the more popular melodies."

"And please notice that you can combine the voices at will, just as it states in our brochur." (Demonstrate by combining the various voices in different ways, remembering that the bright reed sounds dominate).

Continuing on with the demonstration, we say: "And as you read further on this page, Mrs. Prospect, you will note, for example, that this compact Electro-Voice electronic organ has, as we have mentioned before, a full-size standard 13-note spinet organ clavier. It is easily operated and don't think this is hard to learn to play because as we will prove shortly, it isn't. You don't even have to use it with the Electro-Voice until you are ready to do so!"

"And please notice, again, that this is a 13-note pedal clavier with the all-important upper C, the importance of which you will recognize as you go further into the playing of organ music. It is interesting to note that one of the best known of all the organs doesn't even have this important upper C!"

"We already have covered the wide range expression pedal and now we come to the third page of this brochure (turning the third page back to show the family group picture) and of course this page emphasizes the fact that here in the Electro-Voice you have an instrument, a real electronic organ, which may be played by everyone in your family... beginning students, or more advanced organists. Certainly this is important because unless every member of your family can enjoy the instrument, you simply are not getting full value for your money even at the extremely low price of the Electro-Voice."

"And this brings us back to that unique feature we mentioned in the beginning, the 'magic keyboard which enables you, at the flick of a switch, to press a key and play a chord'." (At this point you are in a position, if you have not already done so, to persuade your prospect to sit down at the organ and start to learn to play it, or at least to discover how easy it is to learn to play. You will find it more difficult to accomplish this by suggesting that he or she sit down to play than you will if you merely state as follows): "Now, I would like you to discover for yourself how exciting it is to be able to play a complete chord with the proper bass note simply by pressing a single key. Won't you sit down now and place your finger on the first key at the left of the lefthand keyboard? This is the note C. Simply press it down and you will hear a single note. (Be sure that the chord switch is in the off position before this is done and the foot expression pedal is sufficiently depressed.) Now as you hold this note, use your other hand and discover the excitement of being able to transform this single note into a full chord with bass note simply by turning this control" (pointing to the chord control).

"With one finger you are playing a full rich 'C' chord and pedal bass note automatically!"

"And now place your right foot on the expression pedal. It is easy! It works exactly as does the acceleration pedal on your automobile."

"When you press that pedal in, your car goes faster; when you press this one in, the organ plays more loudly. See how easy it is? Now you can play the simple chord you are hearing with warmth and expression. Press your foot in and out slowly and listen to the expression with which you are playing."

"And now let's see how easy it is for you to start playing the Electro-Voice with one finger of each hand. Place your little finger or "pinky" of your left hand on the first note of the accompaniment manual. Now press that note. This, as you know, is the 'C' chord. Now place your thumb on the fifth note, the one marked just above with the letter 'G'. Press it in turn. Now you are playing a full 'G' chord with the proper bass and remember you are doing it with your thumb alone."

"Now it is time to start playing the melody. (A note designation chart for use just behind the keys of the solo manuals has been provided by this time to enable the customer to know the position of the notes or in the absence of such chart, you mark the notes of the solo manual on the keys themselves using an easily washable or removable crayon. At this point you open up the Book I to the first piece of music "Long, Long Ago".) And now let us start playing simply by following the easy instructions in the book!"

From this point, the instruction book takes over as your selling tool, and if you are properly versed in its use, you can show the customer how to play

"Long, Long Ago" using one finger of each hand at a time simply by following the instructions in the book. Once you have gotten your customer to do this, and almost invariably he or she can and will do it, you have accomplished the most important objective of the entire presentation; namely, to prove that this indeed is the "compact electronic organ everyone can play today"!

The suggested dialogue will vary according to the situation and more importantly according to the qualification of the customer at the very beginning. One of the most important questions to ask, and we must remember to ask questions if we are to learn how to approach each customer--is this one: "Do you or does anyone in your family know how to play?"

If the answer is "Yes, a little" or "My wife (or husband) plays some or has had previous training." -- your obvious approach is to emphasize the fact that the Electro-Voice is a true spinet organ which may be easily played in the regular manner by anyone with even limited playing experience either at the organ or the piano.

If the answer is "No, none of us play" then your approach obviously is to emphasize the fact that anyone can play this organ immediately by using the "magic keyboard" and the "press-a-key play-a-chord" feature and emphasize certainly the fact that this is exclusive with the Electro-Voice!

Now, after you have made your presentation, you naturally are in a position to ask for the order in any one of the usual ways in which this may be done. We will list typical methods of asking for the order in a later part of the Manual.

In analyzing the effectiveness of this type of presentation, using this brochure, remember that, in addition to making your sales presentation more effective, in addition to providing you with a good guide which enables you to make a consistent well-organized presentation each time without, in any way, seeming to "read the story" from the brochure, you also are sending home with your customer, whether it is one individual or an entire family, a piece of sales literature which they understand thoroughly and featuring playing features and sales points which have been individually demonstrated by you so that your good selling job is carried out in the home by your prospective customers.

Thus, the husband who is anxious to buy the organ becomes a good salesman of the organ to the wife and the rest of the family. If it is Mother who wants an organ for the children, she also has a selling tool with which to work on Father to get him to come back to your store for an additional demonstration and to buy the organ; or perhaps to permit a home demonstration so that the entire family can actually "see, hear and play" the Electro-Voice electronic organ in the home so that the prospective buyer can fully appreciate just how wonderful it is and how much it can mean to everyone in his family.

V. WHAT *IS* "ORGAN ENSEMBLE"? AN EXPLANATION OF THE "FOUR FAMILIES" OF TONE

An organ, to *be* an organ in the complete sense *must* be capable of producing true organ ensemble. Ensemble is a blend of a wide variety of tones, each of which has its own particular character of sound and pitch. For proper ensemble, particularly in the traditional sense, all *four* basic families of organ tone are needed.

Those four families are Diapason, Flute, Reed and String. Even the smallest Electro-Voice organ, the first in the line, does produce *all four* of these basic families and therefore truly glorious organ ensemble of surprising variety and thrilling quality can be played on the instrument.

This is of great importance when playing all kinds of organ music, but particularly important in the playing of hymns and other types of traditional organ music.

What is each family of tone like and why is it important?

The logical "first" family is Diapason. This is the only sound which originated with the organ and is imitative of no other instrument. It is the rich, soul-stirring organ sound -- the *foundation* sound -- which immediately identifies an organ as a good church or traditional organ. It is the organ sound with which we are most familiar, and without it good traditional organ music simply cannot be played. Some of the older church organs, particularly in Catholic churches, have specifications made up almost entirely of varieties of Diapason with only limited representation from the other three families.

The important fact is that the Electro-Voice Model 6200 does have a good, clear, rich, and full Diapason.

All of the remaining families are important - the degree of importance of each depending on the opinion of the individual.

The Flute family is made up of stops which, logically, are imitative of the flute itself -- an instrument producing a clear sound which is almost purely fundamental in nature; that is, it has few harmonics. Included in the flute family are such tones as piccolo, fife, and the lush, vibrant tibias, tones most frequently associated with the theatre organ. The flute family is vital, but an organ which produces primarily flute tones does not and cannot compare with one which produces all of the families.

As for the string family of tones, the best way to describe the importance of strings in an organ is to ask this question: "What would a symphony orchestra be like without strings -- violins, cellos, viola, bass viol?. Truly, without their rich, vibrant, thrilling sounds it just wouldn't be a symphony orchestra. Strings on an organ are just as important, and no organ is complete without them. Whether used as solo stops, in string ensemble playing, or in a combination with other stops, they add immeasurably to the beauty of organ music. String tones cannot be produced by any organ with insufficient harmonic richness or with a tonal system incapable of producing truly high-frequency sounds.

Finally, we come to the Reed family, so named because in the pipe organ actual organ reeds are used as the source of tone for stops in this family. The obvious reed stops are clarinet, oboe, bassoon, and others named for and imitative of actual "reed" instruments. Also included in this group are the bright, "brassy" sounding instruments such as the trumpets. These tones, just as with the strings, absolutely require a tonal source which produces maximum harmonics and maximum cycles per second. Some well-known electric and electronic organs do not and cannot produce true string or reed tones.

The reed family of tones, with their brightness, their brilliant clarity, provide the full, rich "sauce", the sunlight brightness, without which the music must be confined to the blander, more mellow - the "moonlight" - sounds - lovely and beautiful - but when our ears hear nothing else they often become monotonous, everything sounds the same.

And so we have in a truly complete organ, representatives of all the various instruments and sounds which combine to make a fine orchestra, and the "size" and versatility of that "orchestra" depend upon the size of the organ itself. But, whether large or small, each true organ must have representation from each of the Four Families: Diapason, Flute, String, Reed. The Electro-Voice organ in spite of its compact size and low, low price does produce the four families and, of equal importance, with true authenticity and fidelity. There is a diapason, two string voices, cello and violin, a flute and two reed voices, trumpet and oboe.

Summary:

A. A true organ must have "ensemble"--a blend of the four basic families of tone.

B. The families--all available on the Electro-Voice organ: Diapason, Flute, String, Reed.

C. What these tones include:

1. Diapason--the only sound characteristic of the organ itself; not derivative or imitative. Often associated with church organ music. (Diapason on the Electro-Voice is clear, rich, and full.)

2. Flute--imitative of the flute and similar instruments, including the piccolo, fife, tibias, etc.

3. Strings--a highly important family, including violins, cellos, viola, bass viol.

4. Reeds--including clarinet, oboe, bassoon, and others. Characterized by bright "brassy" sounds, such as trumpets, and the mellow, "moonlight" sounds.

D. What these facts mean to the Electro-Voice owner:

1. That his instrument is a complete organ, with representation in all of the four essential tone colors.

2. That, despite its low price, it provides true authenticity in its diapason, two string voices (cello and violin), flute, and two reeds (trumpet and oboe).

IMPORTANT

Additional chapters, covering other important subjects, sales approaches and demonstration techniques, will be sent to you in weeks to come. Be sure to keep these valuable materials and incorporate them with this manual.